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## **North Carolina Museum of History's Public Information Officer Honored with Lifetime Achievement Award**



RALEIGH— Susan Friday Lamb, longtime Public Information Officer for the North Carolina Museum of History, has received Raleigh Public Relations Society's highest honor, the Watt Huntley Award for Lifetime Achievement.

Lamb's role as Public Information Officer is a tremendous task – the North Carolina Museum of History offers a dazzling array of rotating programs, classes, festivals and exhibits to hundreds of thousands of visitors annually.

Lamb sees her duty as “representing the N.C. Museum of History through its public information and publicity efforts, which are essential to maintain the public's trust.” She has also consistently stated that she “is committed to ensuring that accurate information is presented to the public and the museum's fine reputation is maintained.”

Lamb has been recognized by her peers at the annual conference of the North Carolina Association of Government Information Officers by earning two Excellence in Communication Awards. She also is a lead writer for the museum's *Circa* magazine and has been applauded by journalists for her writing and editing skills and professionalism.

“Susan enjoys a real gift of descriptive and tantalizing stories that make North Carolinians proud of and interested in visiting the wonderful Museum of History. She works tirelessly to engage citizens of North Carolina in their own state history and all it has to offer,” said former Secretary of the North Carolina Department of Cultural Resources (now Department of Natural and Cultural Resources) and current North Carolina Museum of History Foundation Board member Betty McCain.

Lamb also has been a leader for state agency public information officers. She led Department of Natural and Cultural Resources public relations efforts by developing a crisis communications plan that became a crisis communications model statewide and served on public relations roundtables as a mentor for state agencies.

Lamb’s own family has a history of public service to the state of North Carolina. Her father, John Friday, served as North Carolina Superior Court judge, her mother, Lila Friday, was a teacher and served on the North Carolina State Library Commission, and her uncle William (Bill) Friday was president of the University of North Carolina System.

According to the Raleigh Public Relations Society, “The Watt Huntley Award for Lifetime Achievement is presented to an individual who has made lasting and meaningful contributions to the field of public relations over the course of a career. It is given in memory of the late Watt Huntley, who served as public relations chief at Carolina Power & Light in the late 1960s and early 1970s. Huntley also served as president of the Raleigh Public Relations Society, and so the organization’s highest honor bears his name.”

Lamb’s family was presented with the award at the Society’s annual awards banquet on Tuesday, October 17, 2017.

*Photo: Susan Lamb, Public Information Officer for the North Carolina Museum of History and 2017 recipient of the Watt Huntley Award for Lifetime Achievement. Photo courtesy of the North Carolina Museum of History*

#### About the N.C. Museum of History, a Smithsonian affiliate

The N.C. Museum of History is located at 5 E. Edenton Street in downtown Raleigh. Hours are Monday through Saturday, 9 a.m. to 5 p.m., and Sunday, noon to 5 p.m. The museum collects and preserves artifacts of North Carolina history and educates the public on the history of the state and the nation through exhibits and educational programs. Each year more than 400,000 people visit the museum to see some of the 150,000 artifacts in the museum collection. The Museum of History, within the Division of State History Museums, is part of the N.C. Department of Natural and Cultural Resources.

For information about the N.C. Museum of History, call 919-807-7900 or access [ncmuseumofhistory.org](http://ncmuseumofhistory.org) or follow on [Facebook](#), [Twitter](#), [Instagram](#) or [YouTube](#).

#### About the N.C. Department of Natural and Cultural Resources

The N.C. Department of Natural and Cultural Resources (NCDNCR) is the state agency with a vision to be the leader in using the state’s natural and cultural resources to build the social, cultural, educational and economic future of North Carolina. NCDNCR’s mission is to improve the quality of life in our state by creating opportunities to experience excellence in the arts, history, libraries and nature in North Carolina by stimulating learning, inspiring creativity, preserving the state’s history, conserving the state’s natural heritage, encouraging recreation and cultural tourism, and promoting economic development.

NCDNCR includes 27 historic sites, seven history museums, two art museums, two science museums, three aquariums and Jennette's Pier, 39 state parks and recreation areas, the N.C. Zoo, the nation's first state-supported Symphony Orchestra, the State Library, the State Archives, the N.C. Arts Council, State Preservation Office and the Office of State Archaeology, along with the Division of Land and Water Stewardship. For more information, please call 919-807-7300 or visit [www.ncdcr.gov](http://www.ncdcr.gov)

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